



COLLEGE RADIO CORPORATION

NEWSLETTER

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14 West 45th Street
New York 36, New York

April 15, 1955

Columbia Record Service Applications received before March 30th were processed. Two applications (WLRN, WCCR) received later have been returned to the stations. Stations which have applied for this service should advise CRC in the event no records are received by April 25. Columbia bills sent inadvertently to a station should be forwarded to CRC. Applications for the service may be submitted again in June. Details will be announced in this Newsletter May 15 or June 1.

Program Schedule Planning for next Fall: several stations have written to offer their present thoughts on next year's Lucky Strike program schedules. If the Newscast Plan is renewed, all participating stations will be required to propose appropriate 1955-56 schedules. This will occur during the Summer, through correspondence with Station Managers.

Lucky Strike Stations are reminded to return their Poster Placement Reports now. Posters were mailed to all stations, on either April 1 or April 4, and the report form on April 7. Submitting your report now will eliminate the later reminders sent to delinquent stations.

Superceded Lucky Strike Transcriptions may be destroyed. If, however, you still have the disc of promotional "spots", (sent out during the 1953-54 year), keep it on file. These "spots" may be used at any time to promote your News and Sports programs. Do Not use the bands made by Red Barber - a memo to this effect should be attached to the disc label. If you do not have this transcription, use your own promotional material, or the suggested "spot" announcements sent you by CRC in early February.

"Dream Date" Transcriptions are to be returned after the final program, by parcel post, insured at the minimum rate. Send to Affiliated Program Services. (See label for complete address).

A Feature Article on the "Doodles" Contest is being sent to campus radio stations and newspapers. It may be read over the air, posted, or used at your discretion in other ways. We ask you to make a record of the fact if you do read any or all of the feature on the air. We will enclose a form for reporting such use with your affidavits for April.

Reports from Placement Directors at several colleges have indicated a lack of good liason between radio station and the Director in utilizing the "Career Hour". Radio is a natural medium for employment recruiting efforts, and the "Career Hour" offers an unusually good opportunity for both the Placement Office and the station. Station managers are urged to call or visit the Placement Officer, to be sure he realizes the potential services you can offer.

BEST NEWSCAST CONTEST WLRN, Lehigh University, took first place in the "Best Lucky Strike Newscast" contest of the 1953-4 college year, and has been forwarded a check for \$100.00.

The third program entry is due during April for the 1954-5 contest.

All stations participating in the contest during the current college year are advised that they must submit the third and final program entry of the broadcast year this month. Tape record a newscast off the air (at 7 1/2 i.p.s.) and mail to College Radio Corporation, 14 West 45th Street, New York 36. Your tape will be replaced promptly, but the program submitted becomes the property of Eastern States Radio Corporation and will not be returned. Winners of the 1954-5 contest will be announced in the June 1st newsletter. This year's first prize is \$250.00, with provision for six additional prizes to qualifying runners-up.

Each of the three programs submitted is judged on the basis of 1) Production - including analysis of whether proper commercials were used; how smoothly transcribed and live portions are worked together; whether transcriptions are unreasonably worn or scratchy, or do not reproduce well. 2) Delivery - the newscaster's overall technique. 3) Station cooperativeness - with respect to promptness of return of the weekly certificates of broadcast, the monthly program affidavits, and survey results.

Get your third contest tape for the 1954-5 year in the mail before April 30th!

SURVEYS were distributed to all stations carrying cigarette accounts earlier this month. Full instructions for conducting the survey and all forms you will need were included. If you failed to receive this material, please wire CRC collect. Please get this simple survey done on your campus promptly, so it will be out of the way before exam time comes. The results will be used by your representative in going after all sorts of new accounts - not just cigarette advertisers. And, the results will be used, too, in soliciting a renewal of present cigarette accounts on your station. So, please cooperate - do your part by getting the survey done this week, and the results off in the mail to us.

SEVERAL stations have requested estimates of the national advertising they may expect for next year. Although we appreciate the bearing this has on planning, it is not possible to provide such estimates. The ultimate decisions depend on many factors, including advertisers' budgets and changing plans, as well as on the attractiveness of particular stations. In a certain few cases, there has been found to be little reason to expect dependable performance from a particular station, and it is necessary so to advise prospective advertisers. Conversely, the most consistently reliable stations will be particularly recommended by CRC. All station managers should keep this in mind when presented with items of business from CRC. Submit affidavits promptly and keep them neat; follow ordered schedules; advise CRC within 48 hours of any extended period off the air other than vacations. Be sure your station protects a good reputation!